


workplace fundraising toolkit

Become a #headspacehero and support the mental health and wellbeing of young Australians

 fundraising.headspace.org.au

 @headspace_au



Acknowledgement of Country

headspace would like to acknowledge Aboriginal and Torres Strait Islander peoples as Australia's First People and Traditional Custodians. We value their cultures, identities and continuing connection to country, waters, kin and community. We pay our respects to Elders past and present and are committed to making a positive contribution to the wellbeing of Aboriginal and Torres Strait Islander young people, by providing services that are welcoming, safe, culturally appropriate and inclusive.



thank you for supporting headspace

Each year, one in four young people experience a mental health issue, and 75 per cent of mental health disorders emerge before a person turns 25. Sadly, suicide is still the leading cause of death for young people in Australia, but we know early intervention can significantly reduce the impact and duration of mental illness.

By fundraising for headspace, you are helping headspace pilot and scale programs, increase our service delivery, provide enhanced support for family and friends, and ensure that young people can access the right support, when they need it and how they want it.

With the amazing contribution of individuals, organisations and community groups like you, we can continue to make sure every young Australian knows help is available for their mental health and wellbeing.

Thank you for helping us achieve our vision – that all young Australians are supported to be mentally healthy and engaged in their communities



Connect with headspace and get in touch:

 corporatepartnerships@headspace.org.au

 [@headspace_au](https://www.instagram.com/headspace_au)

 [facebook.com/headspaceAustralia](https://www.facebook.com/headspaceAustralia)

Thank you for fundraising for us. Your fundraising has the power to make a huge difference to young Australians seeking support for their mental health.



a message from our CEO, Jason Trethowan

“We’re so grateful to the wonderful organisations helping us raise much needed funds to support the mental health and wellbeing of young Australians.

Our corporate partners and business supporters play an important role in ensuring all young Australians get the help and support they need when they experience mental health issues.

To date, headspace has provided over 4 million services to young people, while continuing to promote the importance help seeking and breaking down stigma. However, we still haven’t reached everyone who needs help. With your support we can be there for more young people and their families, now and into the future.

Thank you for your choosing to support headspace.”

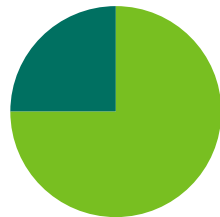
a snapshot of youth mental health in Australia

Young people trust headspace to support them at challenging times in their lives. That's why more young people sought assistance from headspace this year than ever before. Young people continued to manage the impacts that events like COVID-19, bushfires and drought had upon their mental health. Our network expanded again to meet the demand for our services in communities all across Australia.



1 in 4

young people aged 16-24 years experienced mental ill-health within the previous 12 months



75%

of mental health disorders emerge before the age of 25

4,100,802

services have been provided from inception to 30 June 2021 (ehespace and headspace)

Since inception refers to headspace centre primary occasions of service and ehespace occasions of service. This number does not represent all headspace services provided.



22%

of young people coming to headspace were not engaged in work or study (aged 17-25)

↑ 20.3%

of young people coming to headspace centres experienced or were at risk of suicidal thoughts and/or behaviour

34%

of young Australians aged 12-25 reported high or very-high levels of psychological distress

707,425

young people have received services since inception to 30 June 2021



headspace making a difference

Reduce psychological distress and/or improved functioning

62%

of young people got better while at headspace

68%

of young people who attend 5-6 sessions got better with headspace

We're here to help

A vital community service

93%

of parents and carers say headspace is a vital community service

88%

of young people say headspace is a vital community service

young people would recommend headspace

87%

of young people would recommend headspace to a young person who needed mental health support

Improved mental health literacy

89%

of young people understood how to reduce the impact mental ill-health had on their lives

89%

of young people understood how to manage their mental health and felt listened to

80%

of young people had a better understanding of their own mental health issues

headspace is well known and widely recognised

#1

headspace is the most recalled youth mental health organisation



3.9m illion

visits to the headspace website

Better quality of life

After seeking help at headspace, young people reported improved quality of life outcomes across five areas that are important to them:

- General wellbeing
- Day-to-day activities
- Relationships with friends
- Relationships with family
- General coping

These improvements were maintained up to two years after leaving headspace.



organisations making an impact

We are so fortunate to have had some of Australia's leading organisations support the important work we do.

Here are some examples of some of how they have raised funds for headspace.



Funlab's Day of Fun

Since 2017, Funlab (Strike, Holey Moley, Archie Brothers Cirque Electric) have held their annual "Day of Fun" in support of headspace. Each year, activities across all their venues are heavily discounted, with all proceeds on the day donated. We love to see Funlab guests have fun whilst support a good cause!



Pepperstone Workplace Giving Program

In 2021, Pepperstone launched their employee workplace giving program, with headspace as one of three charities their staff could choose to donate to, through payroll. Pepperstone executives committed to donate 1% of their pay to the nominated charities.



The Honda Foundation

Each year, The Honda Foundation engages their customers to vote for a charity they would most like an end of year donation to support. In 2021, Honda customers chose headspace. The funds will help support the opening of our second office dedicated to online and phone mental health support service in Qld.



how your support makes a difference

\$30

can help headspace develop and share clinically safe content to improve mental health literacy, reduce stigma and encourage help seeking.

\$50

can help a young person participate in headspace peer-led chats so they can connect with and receive peer support from their community.

\$100

can support the headspace training program for peer workers around the country to give them the skills they need to do their role safely and effectively.

\$250

can contribute to headspace family and friends' programs, helping build their understanding of how they can best support their young people.

Find out more about our recent programs and initiatives that couldn't have been possible without our business supporters and workplace fundraisers.

<https://headspace.org.au/get-involved/make-a-difference/>

building mentally healthy workplaces

Supporting headspace can help you create a mentally healthier workplace and improve your corporate social responsibility (CSR) outcomes.

It is estimated that workplaces that support the wellbeing of their staff experience three times less absenteeism than less supportive workplaces¹.

If the mental health of employees is not prioritised, workplaces may have problems with low morale, underperformance, absenteeism, a poor public image, and staff turnover might be higher. Absenteeism and presenteeism costs Australian workplaces up to \$17 billion per year². Creating a mentally healthy workplace is in everybody's interest!

The benefits of a mentally healthy workplace

Promoting mental health in the workplace involves taking a strengths-based approach, focusing on opportunities and resources that help to foster a healthy, positive and supportive workplace culture. Some of the benefits of a mentally healthy workplace can be:

- thriving workers
- increase in productivity
- increase in engagement and job satisfaction
- increase in attraction of top talent
- decrease in absenteeism
- decrease in work-related injuries and illnesses
- decrease in workers' compensation claims
- decrease in turnover and selection costs

You can find out more about creating a mentally healthy workplace using our resources [Creating a mentally healthy workplace | headspace](#). headspace also offers a range of bespoke consultation and training services for workplaces – find out more by contacting corporatepartnerships@headspace.org.au.

¹ Mentally healthy workplaces toolkit | WorkSafe.qld.gov.au

² Creating a mentally healthy workplace | headspace



getting started with fundraising

Step 1 Choose how you will fundraise

We have provided some ideas to get you started on [page 11](#).

Step 2 Register your fundraiser

You will need to [read the fundraising guidelines](#) and [register your fundraising activity with headspace](#), before you begin collecting any donations.

More information on state or territory-based fundraising requirements can be found on [page 13](#).

Step 3 Set up a fundraising page

Once your fundraiser is approved, setting up an online fundraising page is easy via the [headspace website](#). We understand that not all workplace fundraising activities will require a fundraising page, but it is a helpful tool to collect donations.

Step 4 Promote your fundraiser

Share your fundraising activity with your staff, colleagues and customers. Let them know why you are supporting headspace and why you need their help.

Step 5 Hold your fundraiser

Remember to take pictures and update your supporters on the progress of your fundraising goal!

Step 6 Wrap up

Don't forget to thank everyone who supported your fundraiser!

Once you have the final amount, deposit the funds raised to us – find out how on [page 14](#).



ideas to get you started

Staff fundraising - the power of collective giving!

- Implement a Workplace/Payroll Giving Program and match every dollar donated by your people
- Hold a BBQ, afternoon tea or bake sale
- Take part in a local fun run as a team
- Get competitive! Hold a staff trivia night, bake-off or scavenger hunt
- Spread awareness during Mental Health Month (October)

Engaging your stakeholders, board, executives, and clients

- Encourage senior members of staff and your board to advocate and make a donation
- Gala dinners and events – hold a raffle, auction or donate profits from the sale of tickets
- Hold a Golf Day for clients
- Communicate with your internal and external network about your fundraiser. Get everyone excited!



Sales for purpose

- Donate a percentage of your sales or profits
- Offer a “round up” or “donation” option at your point of sale
- Donate proceeds from the sale of a specific item
- Want to know more about cause related marketing? Get in touch with us at corporatepartnerships@headspace.org.au

Workplace donations

- Make a tax-deductible donation on behalf of your organisation
- Donate in lieu of gifts during the festive season
- Show your support for youth mental health during October (Mental Health Month) by donating to headspace



using the headspace logo

Once your fundraising event is approved by our team, you will be authorised to use the headspace supporter logo on any promotional material.

However, use of our logo must comply with our brand guidelines, so our marketing team will need to approve any promotional items prior to publication.

Email us at corporatepartnerships@headspace.org.au to obtain approval. Please note, this process can take up to five business days.

If you have any questions or queries our team are happy to assist – please get in touch.



fundraising guidelines

Fundraising can be incredibly rewarding. It can also be very enjoyable – after all, you can't spell fundraising without 'fun'! However, before you get started there are some legal requirements you need to know.

The legal requirements

To meet legal requirements, you will need to register your fundraiser with headspace. You will need to complete an [application to fundraise form](#). After which, we'll supply you with an approval form.

We'll get back to you quickly, so please don't start fundraising until you receive it. It's a legal requirement that we provide you with authority to fundraise before you begin.

Fundraising guidelines vary state-to-state, so you'll also need to read the guidelines most relevant to your situation. You can find a link to each state and territory's guidelines in the application to fundraise form in the link above.

Your responsibilities

As the fundraiser, you're responsible for the planning and management of the activities, events, finances, prizes, ticket sales, and services required to run your fundraiser.

You're solely responsible to acquire all permits, licences and insurance for your fundraising activity. [Click here to read the fundraising guidelines for your state or territory](#). If you're not sure what you need, don't stress. You can reach out to headspace's fundraising team for help.

You can also refer to the ["frequently asked questions"](#) in this toolkit and the fundraising guidelines if you need any more information.

How headspace can help you:

- headspace may be able to help your fundraising activity with headspace merchandise
- requests for headspace staff to attend fundraising activities will be subject to availability and decided on a case-by-case basis
- our fundraising team is available to help you with any advice. Please don't hesitate to email us at fundraising@headspace.org.au, or give us a call on 03 9027 0100.

Permits and licences

Some fundraising activities, including raffles, require a permit or licence under some state or territory laws.

To see if your activity needs a permit or licence, please contact the relevant fundraising authority in your state or territory:

Australian Capital Territory

[ACT Office of Regulatory Services and Gambling](#)

New South Wales

[NSW Fair Trading](#)

Northern Territory

[Office of Consumer and Business Services](#)

Queensland

[Office of Fair Trading](#)

South Australia

[Office of Consumer and Business Services](#)

Tasmania

[Office of Consumer Affairs and Fair Trading](#)

Victoria

[Consumer Affairs Victoria](#)

Western Australia

[Department of Commerce](#)



wrapping up your fundraiser and depositing your funds

Once you have completed your fundraising and you need to deposit funds to headspace, you can do so using the following methods:

Direct transfer

Make a direct transfer using the following details:

Bank: ANZ

Account name: headspace National Youth Mental Health Foundation

BSB: 013 006

Account number: 439 102 847

Description: Insert the name of your organisation & fundraiser name

Remittance: Email corporatepartnerships@headspace.org.au with your transfer details so we can issue a tax deductible receipt.

Online

If you're using a credit or debit card, you can transfer funds to us using our [secure online donation portal](#).

Cheque

You can send a cheque to the address below. Please contact us at corporatepartnerships@headspace.org.au with your details, so we can issue a tax deductible receipt.

Attention: Fundraising
headspace Level 2, South Tower
485 La Trobe Street
Melbourne VIC 3000

Remember, if you're using an online giving platform, all donations will be transferred directly to us, so you don't have to worry about sending anything through.



frequently asked questions

Can you fundraise for your local headspace centre instead of headspace National?

Yes. If you would like to raise funds for your [local headspace centre](#), please contact them directly.

Can you simply make a donation instead of fundraising?

Yes, you can donate to headspace using our [secure online portal](#). Every dollar helps us reach more young people and all donations over \$2 are tax deductible. You can find details on how to make a donation to headspace on [page 14](#).

Do you have to tell headspace about your fundraising, or can you just donate the money raised?

It's a legal requirement that everyone fundraising needs to obtain authority to fundraise from their nominated charity. Simply send us your completed [headspace application form](#) or contact us at fundraising@headspace.org.au.

Please note: headspace reserves the right to reject any fundraising activity or donation that does not align with our values.

Can you use the headspace logo on your fundraising event?

Yes. headspace will provide you with our supporter logo for you to use to promote your event. Please [contact us by email to register your fundraiser](#) and we can provide this for you. Any events using our logo must have approval from our fundraising team.

Can someone from headspace make a presentation at your fundraising event?

Requests for headspace staff to attend fundraising events are decided on a case-by-case basis. The headspace fundraising team is available to answer any questions you have regarding your event and offer advice and encouragement.

Will headspace provide insurance for your event?

No. headspace will not be able to provide public liability insurance for your fundraising activity. It's up to you to decide whether you need insurance to cover your fundraising event to protect yourself and your supporters. We suggest you hold your event at a venue that's already covered by public liability insurance.

Do you need a gaming license to hold a raffle or competitions?

That depends on the state or territory you're holding a raffle in – each state and territory has laws relating to fundraising activity. It's your responsibility to understand these laws and make sure your fundraiser is following your state/territory's legislation. You can find links to each state's fundraising authority on [page 13](#).

Are donations to your event tax deductible?

Donations are tax deductible when:

- A donor receives nothing in return for their donations. For example, donations made on our fundraising page
- The donation is more than \$2.

Donations are not tax deductible when a donor receives a benefit from their donations. For example, raffle tickets, event tickets, items or food. If you would like to find out more information about tax deductible donations, please contact us or visit the [Australian Charities and Not-for-profits Commission \(ACNC\) website](#).



We are thrilled that you have chosen to fundraise for headspace!

We wish you all the very best, and if you need any help along the way, don't hesitate to contact us.

getting involved further

There are many ways you and your organisation can get involved with headspace further.

Corporate partnerships

headspace enters into partnerships with corporate organisations who share our values and are interested in supporting the mental health of young people in a meaningful and impactful way. You can find out more about mutually beneficial corporate partnerships on our website <https://headspace.org.au/get-involved/corporate-partnerships/>

Skilled volunteering

There are a limited number of spaces each year for organisations to provide mentors for the headspace Career Mentor Program. Find out more about the program and pricing on our website <https://headspace.org.au/services/work-and-study-support/career-mentoring/>

Consultancy and training

headspace offers bespoke clinical mental health consultation and training for corporate organisations who are looking to create a mentally healthier workplace. To find out more information and rates, email corporatepartnerships@headspace.org.au.



thank you for fundraising for headspace!

**Your fundraising has the power to
make a huge difference to young
Australians seeking support for
their mental health and wellbeing.**

Contact Us

If you have any questions about fundraising
for headspace, please get in touch
corporatepartnerships@headspace.org.au

